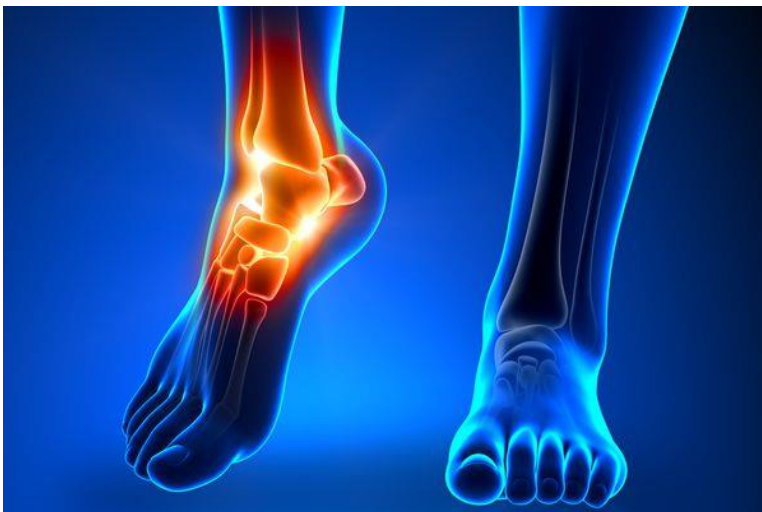


# Case Study

Increasing organic  
Traffic by **73%**



**Bucks Foot Clinic** is the **leading Podiatrist** in **UK** over **20 years'** experience in podiatry, and up to date with all the latest treatments and methods in foot care and management.



## The Client

Founded by Bucks Foot Clinic **Leena Lakhani**, Bucks Foot Clinic is a foot care site that aggregates Podiatrist or Chiropodist in United Kingdom like Amersham, Beaconsfield, Chesham & Little Chalfont. They always give you accurate and honest advice about your feet and management. This ensures that your feet can get the best possible care in all cases.

## The Target Market

The company targets the entire United Kingdom

## The Goal

Bucks Foot Clinic had always given accurate and honest advice about your feet and management.

Its requirements from this SEO project were:

- Rankings
- Traffic

## The Challenge

- Re-designing the site structure so that it can be indexed by Google.
- Ranking the website on highly competitive keywords.

## The Solution

We defined the content structure for both sets of pages and then arranged all the services pages in proper subfolders with categories and sub categories. We interlinked them to help users navigate and search engines crawl effectively.

With an optimized site structure in place, on-page SEO needed to be performed on both the sections to improve rankings and drive in more traffic.

## The Result

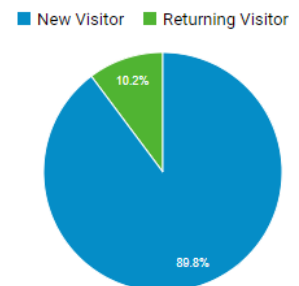
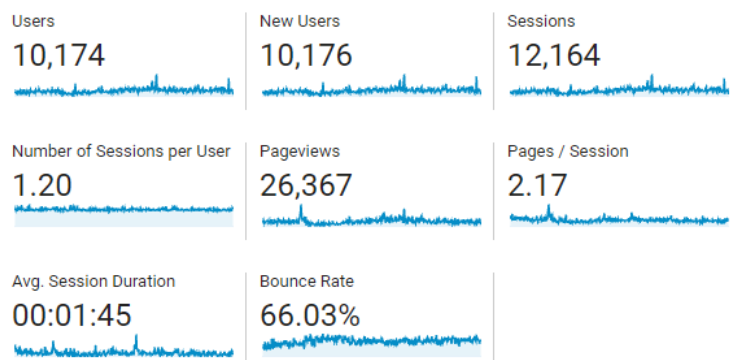
Over a period of 1.9 year of continuous on-page and off-page SEO activities, beginning January 2020 to September 2021, we saw huge improvements in traffic.

The graph below shows the comparison of an improvement in the overall traffic (Direct + Referral + Organic) between the time durations of January 2020 – December 2020 and January 2021 – September 2021.

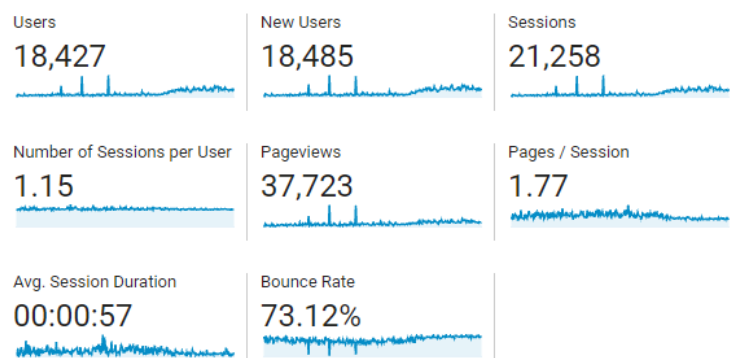
- Clicks to optimised pages increase by **200% YOY**
- Organic revenue from optimised pages increased by **20% YOY**
- Brand awareness raised among key target audience

## Website Traffic – Last 1 Year

### January 1, 2020 – December 30, 2021



### January 1, 2021 – September 30, 2021



As the graph above clearly indicates, we saw traffic and footfalls to the Bucks Foot Clinic site **increase by over 73% in a span of 1.9 months.**

Though 4 months is a very short duration for a website to rank in highly competitive keywords, the rankings also improved considerably. The website now ranked in the **top 10 search results for 62 out of the 62 target keywords.**

In addition the website started ranking in Top 5 search results for thousands of long tail product keywords which resulted in massive growth in organic traffic. That was a significant achievement given that the website wasn't even fully indexed when we received the project.

S.No.	Keyword	Google Rank			
		Amersham	Beaconsfield	Chesham	Little Chalfont
1	podiatrist near me	1,2	1	2,3	1
2	chiropodist near me	1,2	1	2,3	1
3	getting rid of verrucas	1	1,2	2,3	1,2
4	foot doctor near me	1	1	1,2	1
5	foot specialist near me	1	1	1,2	1
6	podiatrist	1,2	1	1	1
7	Chiropodist	1,2	1	1	1
8	foot specialist	1,2	1	1,2	1
9	general podiatry	1,2	1,2	1,2	1
10	ingrowing toenails treatment amersham	1,2	1	1,2	1,2
11	foot care	1,2	1	1,2	1
12	corn on toe treatment amersham	1,2	1,2	1,2	1,2
13	diabetic care treatment amersham	3,4	1,2	2,3	3,4
14	heel pain treatment amersham	1,2	3	2,3	2,3
15	verruca treatment amersham	1,2	1,2	2,3	1,2
16	corn treatment amersham	1,2	1,2	1,2	1,2
17	chilblains treatment amersham	1,2	2	1	1
18	podiatrist amersham	1,2	1	1	1
19	podiatrist in amersham	1,2	1	1	1
20	chiropodist amersham	1,2	1	1	1
21	podiatry near me	1,2	1	3,4	1
22	SWIFT machine treatment	1,2	1	1,2	1,2
23	foot pain amersham	1,2	7	1,2	3,4
24	shoes for foot pain amersham	1,2	5	1	1,2
25	foot surgery amersham	1,2	3	3,4	1,2
26	noveon laser treatment amersham	1	1,2	1,2	1,2
27	podiatrist in Beaconsfield	1,2	1	1	1
28	foot doctor Beaconsfield	1,2	1	1,2	1
29	corn treatment Beaconsfield	1,2	1,2	1,2	1,2
30	heel pain treatment Beaconsfield	1,2	3	2,3	2,3
31	podiatrist Chesham	1,2	1	1	1
32	foot specialist Chesham	1,2	1	1,2	1
33	noveon laser treatment Chesham	1	1,2	1,2	1,2
34	foot surgery Little Chalfont	1,2	3	3,4	1,2
35	corn treatment Little Chalfont	1,2	1,2	1,2	1,2

36	chiropodist Little Chalfont	1,2	1	1	1
37	podiatry Little Chalfont	1	1	1	1

S.No.	Keyword	Google Rank
1	podiatrist Beacosnfield	1
2	podiatrist Chesham	1
3	podiatrist Little Chalfont	1
4	Chiropodist Beacosnfield	1
5	Chiropodist Chesham	1
6	Chiropodist Little Chalfont	1
7	foot specialist Beacosnfield	1
8	foot specialist Chesham	1,2
9	foot specialist Little Chalfont	1
10	chiropody treatments Little Chalfont	1,2
11	foot surgery Chesham	3,4
12	verruca treatment Beacosnfield	2,3
13	verruca treatment Chesham	2,3
14	verruca treatment Little Chalfont	1,2
15	SWIFT treatment Beacosnfield	2,3
16	SWIFT treatment Chesham	1,2
17	SWIFT treatment Little Chalfont	1,2
18	chiropody treatments Little Chalfont	1,2
19	Chiropody treatments Chesham	1,2
20	Chiropody Treatments Beaconsfield	1
21	Chiropody Treatments Amersham	1,2
22	diabetic care Beaconsfield	2,3
23	diabetic care Amersham	3
24	diabetic care Little Chalfont	1,2
25	diabetic care Chesham	2,3

Note: There are total **62 keywords on the 1<sup>st</sup> Page.**

## The Lesson

Bucks Foot Clinic was a complex project with over several different services. Making separate pages for services helped us rank for thousands of less competitive long tail keywords. While the competition was focused on highly competitive category keywords. This helped us gain visibility and rankings faster therefore making the project a success.

## Testimonial

Here's the recommendation that **Francesca Murray**, one of the client:



**Francesca Murray**

1 review

★★★★★ 3 months ago

Leena provided a professional and successful treatment with the Swift system for a verruca removal. A little discomfort at first but great results. Recommend this process unreservedly. Thanks for a great service.



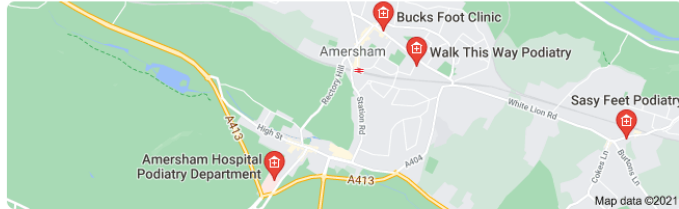
foot specialist amersham



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About 10,60,000 results (0.78 seconds)

COVID-19 safety info



Rating [Hours](#)

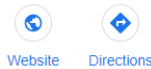
#### Bucks Foot Clinic

4.9 ★★★★★ (69) · Podiatrist  
Amersham, United Kingdom · +44 800 107 3290  
Open · Closes 7PM  
"I have attended the Bucks Foot Clinic with my mother and for myself."



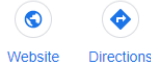
#### Walk This Way Podiatry

5.0 ★★★★★ (100) · Podiatrist  
Amersham, United Kingdom · +44 1494 629599  
Open · Closes 5:30PM  
"Professional and well run podiatry clinic, can recommend this place fully"



#### Amersham Hospital Podiatry Department

No reviews · Podiatrist  
Whielden St · +44 1494 734800



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<https://bucksfootclinic.com>

#### Podiatrist Amersham | Bucks Foot Clinic- General Podiatry ...

Bucks **Foot Clinic** offers best **foot** care and podiatrist **service** in **Amersham**, Bucks Area. With many years of experience in corns, ingrowing toenails.

<https://bucksfootclinic.com> > our-team

#### Leena Lakhani | Bucks Foot Clinic- General Podiatry,Corns

Fungal Nails? Do you have problems with corn? We can help you. Bucks **Foot Clinic** is here to provide you the best **foot** care **service** the **Amersham**, Beaconsfield, ...

<https://www.walkthiswaypodiatry.co.uk>

#### Walk This Way Podiatry: Home

Walk This Way **Podiatry** is your one-stop **clinic** to improve your **foot** health and ... At our modern **clinic** in **Amersham**, we use the latest **specialist** equipment, ...

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#### Chiropodists & Podiatrists near Amersham | Reviews - Yell

Whatever aspect of leg and **foot** care you need from toenail cutting to health advice, find the finest **foot** care **specialists** near you on Yell.com.